





#### what drives us...

My Car Heaven is a team of passionate car people, dedicated to showcasing, talking about and reviewing the most beautiful cars around.

We drive, write about, shoot video of and photograph iconic cars, supercars, hypercars and classic cars.



## what we offer...

Website advertising

**Social media** 

**Sponsored articles** 

**Promotional blog posts** 

**Product reviews** 

**Event promotion** 

**Dealership focus** 

Cars for sale highlights

Car of the week

**Marketing and PR collaboration** 

**Magazine editorial features** 

Photography and video



#### the stats...

We feature fresh, exciting and newsworthy content at My Car Heaven: 10,000 blog visitors every month 5,000 email subscribers 5,000 social followers

Award winning:

"One of the best automotive blogs in the UK"



# social media...

We are all over social media. All of our content is cross-promoted on each platform and reposted several times if necessary to maximise the exposure.



@mycarheaven



@mycarheaven



@mycarheaven



@mycarheaven



@mycarheaven



### advertising...

MAIN WEBSITE BANNER: We can offer the exclusive use of the main banner on our website. This appears at the top of every page, located in a prime position to promote your brand, event or product. You have complete autonomy over the banner aesthetics and call to action.

Dimensions are: 728px width by 90px height £2,450 for 12 months, £1295 for 6 months or £295 for 1 month

THE ADVERTISING BOX: This appears on the right hand side of every page of our website. A great position to promote your brand, event or product. You can choose the design, message and call to action to best suit your campaign.

Dimensions are: 336px width by 280px height. £1550 for 12 months, £895 for 6 months or £195 for 1 month



#### sponsored content...

**SPONSORED POSTS: We help many companies and PR** agencies to promote their brand or their clients by publishing articles on the website. The articles can be any length and contain relevant logos, pictures, videos and links. These can additionally be promoted across our social channels and have no expiry date so can remain visible as long as required. £150 if written by you or from £250 if written by us\*

PLACED LINKS ONLY: We can help companies and PR agencies to improve their SEO content, by placing relevant links into existing articles.

£75 per link\* (\*bulk discounts available)





## car dealership package...

We can offer specialist car dealerships a fully bespoke package to include any of the following:

PROMOTIONAL CONTENT: Push your brand, help with SEO and highlight what you'd like our readers (and your customers) to know about.

BANNER ADVERTISEMENT SPACE: You can include a banner or advertising box as part of your deal, which will aid in promoting your brand

CAR OF THE WEEK OR MONTH: An in-depth look at a specific car which can include links, photos, video, logo, etc.

Contact us to discuss a package which suit your requirements



#### cars for sale...

As you have probably guessed we are passionate about fast, classic and iconic cars. As such, we want to promote the types of cars that our readers desire. Their particular 'My Car Heaven' is more than likely going to be similar to ours.

We can promote your dealership or even just a particular car that is looking to find a loving home. If you're interested in finding out more, contact us to discuss.

We can offer this service to private sellers as well as dealers. We can compile the description and technical specification, take photographs and shoot video. We can also add in other interesting facts and figures or historical context to aid the sale, drawn from our vast knowledge of the automotive industry.



# **Event promotions...**

We would be more than happy to help support your event or business if we feel it fits with My Car Heaven and our readers.

We offer pre-event promotions, ticket give-aways, on-site reporting, interviews with exhibitors and other attendees and post-event reviews. All of which can include photography, video and unique write-ups to match the flavour of the event.

Please get in touch to discuss your event so that we can create a bespoke package of services which best suits your requirements and budget.



## product reviews...

We help many businesses within the automotive sector to promote their products and services by giving them a platform to communicate the features and benefits of their offering.

From cars and after-market parts to books and clothing to sat-navs and car cleaning equipment, you name it, we have probably tested and reviewed it.

We can include write-ups alongside photography and video and can even create a complete review package for the relevant company to utilise in their own marketing.

We often complement a review with a reader competition to win a product to fully maximise exposure for our clients.



# contact us to discuss more opportunities...

We can adapt what we do to suit you and your requirements or the specific interests of your customers.

We promote all posts, reviews, businesses and events several times over weeks or months via all of our social media channels.

Just ask and we will be only too happy to try and work out a package that suits you

**2021**Sponsorship & Advertising www.mycarheaven.com